

**Subject:** RE: RE: Free Advertising Opportunity with CCA and the Dreams Magazine<HSherzai@downtownla.com>, Joanne Danganan <JDanganan@ccala.org>  
**From:** "Nhien Lasky" <NLasky@ccala.org>  
**Date:** 12/06/2016 03:38 PM  
**To:** "rick@ladreams.com" <rick@ladreams.com>

Rick,

Thank you for getting back to me. This is unfortunate as we were not informed that the South Park BID and Fashion District BID ads were low resolution. We could have easily contacted the BIDs for higher resolution files. Additionally, we were not informed that you needed the files in a different format.

Regarding the CCA ad, the ad you published is part of the membership trade agreement (attached; please see the Monthly Ads section) and from my understanding is separate from the editorial opportunity we discussed in August. The CCA ad that we sent you to be published featured our November 9<sup>th</sup> General Membership Meeting as noted in the attached email.

The Q3 DTLA Marketing Report was not available at the time of your deadline, which is why we provided you with the Q2 report content. We also provided you with the housing tour information to supplement the content. We were not aware that your team was not planning to print any of the content we or our BID partners provided. Again, this is truly unfortunate. I'm available to discuss in more detail if you would like.

Regard,

 cid:image00

**Nhien Lasky**

Director of Business Development & Marketing  
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017  
office: (213) 416-7531 | fax: (213) 624-0858  
[NLasky@ccala.org](mailto:NLasky@ccala.org)  
[ccala.org](http://ccala.org)



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**From:** rick@ladreams.com [mailto:rick@ladreams.com]  
**Sent:** Tuesday, December 06, 2016 2:55 PM  
**To:** Nhien Lasky; natalie@ladreams.com; ty@ladreams.com  
**Cc:** Kevin Begovich CCA; Henna Sherzai  
**Subject:** RE: Free Advertising Opportunity with CCA and the Dreams Magazine

Hi Nhien:

I wanted to get back to you regarding the email you sent. The DCBID/CCA full page ad is on page 114 of the Cosmopolitan issue. The same full page ad is on page 74 of the Art of Motion issue. I

checked with Steve and the staff and an editorial decision was made not to include the other items for the following reasons:

-The South Park and Fashion District images and copy were low resolution and were not of printing quality. I was told a request was made by the LA DREAMS staff to resend the files at high resolution and fonts in a vector format. Staff never received a response.

-The DTLA Market Report was from the 2nd quarter and out in the public domain for a period of time as was deemed "old news". The staff was anticipating the preliminary 3rd quarter DTLA Market Report.

Please let me know if you have any questions.

Thank you,

Rick

----- Original Message -----

Subject: RE: Free Advertising Opportunity with CCA and the Dreams Magazine

From: Nhien Lasky <[NLasky@ccala.org](mailto:NLasky@ccala.org)>

Date: Tue, November 15, 2016 4:58 pm

To: "[rick@ladreams.com](mailto:rick@ladreams.com)" <[rick@ladreams.com](mailto:rick@ladreams.com)>, "[natalie@ladreams.com](mailto:natalie@ladreams.com)" <[natalie@ladreams.com](mailto:natalie@ladreams.com)>, "[ty@ladreams.com](mailto:ty@ladreams.com)" <[ty@ladreams.com](mailto:ty@ladreams.com)>

Cc: Kevin Begovich CCA <[kbegovich@ccala.org](mailto:kbegovich@ccala.org)>, Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>

Rick, I don't see the ads that we sent to you back in October in either issue. It would have included the following:

- CCA ad
- DCBID ad
- South Park ad
- Fashion District ad
- Housing tour ad & Market report

It was part of the multi-page ad opportunity that Steve, Ty and you discussed with our team in August. Can you please let me know.

Thank you,  
Nhien

 cid:image00

**Nhien Lasky**

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**From:** [rick@ladreams.com](mailto:rick@ladreams.com) [<mailto:rick@ladreams.com>]

**Sent:** Tuesday, November 15, 2016 10:31 AM

**To:** Nhien Lasky; [natalie@ladreams.com](mailto:natalie@ladreams.com); [ty@ladreams.com](mailto:ty@ladreams.com)

**Subject:** RE: Free Advertising Opportunity with CCA and the Dreams Magazine

Hi Nhien:

I dropped copies of two issues at your office. The Art In Motion and Cosmopolitan issues.

Thank you,

Rick

----- Original Message -----

Subject: RE: Free Advertising Opportunity with CCA and the Dreams Magazine

From: Nhien Lasky <[NLasky@ccala.org](mailto:NLasky@ccala.org)>

Date: Mon, November 14, 2016 4:20 pm

To: "[rick@ladreams.com](mailto:rick@ladreams.com)" <[rick@ladreams.com](mailto:rick@ladreams.com)>, "[natalie@ladreams.com](mailto:natalie@ladreams.com)" <[natalie@ladreams.com](mailto:natalie@ladreams.com)>, "[ty@ladreams.com](mailto:ty@ladreams.com)" <[ty@ladreams.com](mailto:ty@ladreams.com)>

Hi Rick, just checking in on this...

Thank you,  
Nhien

 cid:image00

**Nhien Lasky**

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**From:** [rick@ladreams.com](mailto:rick@ladreams.com) [<mailto:rick@ladreams.com>]  
**Sent:** Tuesday, November 08, 2016 5:11 PM  
**To:** Nhien Lasky; [natalie@ladreams.com](mailto:natalie@ladreams.com); [ty@ladreams.com](mailto:ty@ladreams.com)  
**Subject:** RE: Free Advertising Opportunity with CCA and the Dreams Magazine

Hi Nhien:

I will check to see about bringing copies for you in DTLA

Rick

----- Original Message -----

Subject: RE: Free Advertising Opportunity with CCA and the Dreams Magazine  
From: Nhien Lasky <[NLasky@ccala.org](mailto:NLasky@ccala.org)>  
Date: Tue, November 08, 2016 5:23 pm  
To: "[rick@ladreams.com](mailto:rick@ladreams.com)" <[rick@ladreams.com](mailto:rick@ladreams.com)>, "[natalie@ladreams.com](mailto:natalie@ladreams.com)" <[natalie@ladreams.com](mailto:natalie@ladreams.com)>, "[ty@ladreams.com](mailto:ty@ladreams.com)" <[ty@ladreams.com](mailto:ty@ladreams.com)>

Hi team, I wanted to check in on the issue featuring CCA's and the BIDs's ads. Can you let me know when the issue comes out, and can you send me a few copies for our files?

Thank you,  
Nhien

 [cid:image001](#)

**Nhien Lasky**

Director of Business Development & Marketing

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[ccala.org](http://ccala.org)



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**From:** Nhien Lasky  
**Sent:** Wednesday, September 14, 2016 4:13 PM  
**To:** [rick@ladreams.com](mailto:rick@ladreams.com); [natalie@ladreams.com](mailto:natalie@ladreams.com); [ty@ladreams.com](mailto:ty@ladreams.com)  
**Subject:** FW: Free Advertising Opportunity with CCA and the Dreams Magazine

Hello all, please see below for the ad from the South Park BID (part of our ad opportunity). I will send CCA's ad in by tomorrow.

Thank you, Nhien



cid:image001

**Nhien Lasky**

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**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Wednesday, September 14, 2016 3:13 PM

**To:** Nhien Lasky

**Subject:** Re: Free Advertising Opportunity with CCA and the Dreams Magazine

That's what I was afraid of! Tried to send it over last night but I guess it was too big. Didn't get a bounce back though, which is odd...

In any case, here's a link to the file, stored on our Dropbox. Please let me know if you can access.

[https://www.dropbox.com/s/zke77phjysqflq/160915\\_DreamsMag.pdf?dl=0](https://www.dropbox.com/s/zke77phjysqflq/160915_DreamsMag.pdf?dl=0)

Thank you!

Ellen

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1111 | c. 401 439 8147

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: 866-560-9346

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— image002.png —



— image003.png —



— image004.png —



— Attachments: —

image001.png	15.4 KB
image002.png	1.0 KB
image003.png	951 bytes
image004.png	1.3 KB
Final Sponsorship Agreement with CCA	0 bytes